The Naveen Jindal School of Management's mission is to meet the challenges of a rapidly changing, technology driven, global society by partnering with the business community to:

- Conduct research enhancing management knowledge;
- Deliver high quality management education to a diverse group of undergraduate and graduate students and practicing executives;
- Develop, innovate and continuously improve programs advancing management education and practice.

The Naveen Jindal School of Management is committed to providing our students with an outstanding educational experience that will expand and hone their skill sets, help them become leaders of business and leave them with strong career prospects. Focusing on the rapidly changing challenges of our technology-driven global society, many of the School's programs have been instituted in response to requests from business and designed to meet the needs of tomorrow's industry. Our programs stress innovations in the latest technologies while providing a foundation in the basics of business management.

The Bachelor of Science degree in Business Administration is designed to provide students with a broad preparation for a business career and to lay the foundation for further study in business administration. Emphasis is placed on problem solving techniques that are crucial in the modern business environment. The Bachelor of Science in Business Administration offers concentrations in Energy Management, Innovation and Entrepreneurship, Insurance, Organizational Behavior/Human Resources Management, Real Estate Investment Management, and Sales in addition to the general degree.

The program leading to the degree of Bachelor of Science in Accounting provides students a broad-based education that balances conceptual with pragmatic knowledge and exposes accounting students to other related areas. The objective of the program is to develop professionals who understand the role of information in organizations and financial markets; have the necessary skills to integrate financial analysis and information technology; and possess analytical and management functional area skills. Completion of this program will enable students to seek careers in information-intensive organizations as information managers, consultants or financial analysts. Students who desire a comprehensive accounting education and are seeking to become Certified Public Accountants are advised to pursue the 150 semester credit hour, BS and MS Fast-Track Program in Accounting. Students who successfully complete both degrees may choose to sit for the CPA examination upon completion of the 150 semester credit hour educational requirement of the Texas State Board of Public Accountancy.

The Bachelor of Science degree in Finance provides students with both practical and theoretical training in financial decision making. Students who choose this degree will have the opportunity to develop the skills required to analyze financial information to make sound personal or business financial decisions, as well as effectively manage theirs or others' investments. Completion of the
degree requirements will permit students to seek careers with private companies, corporations, financial institutions, government agencies, or as consultants. In addition, with the appropriate choice of courses, a student should be able to successfully complete different financial industry certification exams that would enhance their careers.

The Bachelor of Science degree in Global Business provides students with the knowledge and skills required for succeeding as a global manager while developing an understanding of the cultural, political, and regulatory environments that shape international business and trade. Students who enroll in this program will learn the skills necessary for understanding the international business environments and financial markets, cross-cultural communication and negotiation, international human resource management, formulating and implementing global strategy, as well as marketing on a global basis. Completion of this program will enable students to seek careers in multinational corporations, consultancy firms, or internationally oriented organizations that operate in today’s increasingly globalized economy. This program requires a study abroad experience.

The Bachelor of Science degree in Healthcare Management prepares students with the specialized knowledge and skills to complete, lead, and succeed in the field of healthcare. The introductory class on healthcare introduces students to the breadth and scope of the industry. Additional healthcare-specific classes focus on the uniqueness of healthcare accounting, information systems, economics, law and regulatory environments. Completion of the program prepares students to respond to a changing and dynamic healthcare environment. Double majors with Biology and Molecular Biology are offered in conjunction with the Biology Department.

The Bachelor of Science in Information Technology and Systems provides students with both practical and theoretical training in information technology which has become an integral part of every aspect of business. The objective of the program is to prepare professionals who understand business processes and the information required to support them, have the IT expertise to automate, improve, and re-engineer business processes; and develop an ability to keep up with the changing technology and information needs of business. Completion of the degree requirements will permit students to seek careers as business analysts, application developers, and IT consultants in many industries including corporations and government agencies. With the appropriate choice of courses, a student should be able to successfully get certified in areas such as SAP, SAS Business Intelligence, and Information Security.

The Bachelor of Science degree in Marketing provides students with the necessary knowledge to make good marketing decisions. Students will be exposed to the theoretical foundations of marketing in addition to obtaining practical training needed to make decisions with respect to sales management, customer service, pricing, promotions, market research, and marketing strategy. Students will have the opportunity to develop their analytical and quantitative skills required to analyze marketing and sales data, to formulate strategic responses to competitive moves, and to develop long term and short term marketing plans. Students who complete this degree can seek careers in sales, marketing research, brand management, and advertising and promotions.

The Bachelor of Science in Supply Chain Management prepares students to recognize the needs of consumers and how to serve them better by designing, producing, and managing superior products and services with a 'bottom line' perspective. Students will also learn how to think strategically while focusing on effective analysis. The program places emphasis on three important elements: 1) supply
chain management, 2) logistics and distribution, and 3) purchasing and sourcing. The secondary goal is to prepare students for a variety of roles in private, non-profit, and government sectors. Completion of degree requirements will prepare students for graduate study or entry-level management analyst positions in consultancy, operations, logistics and distribution, manufacturing, purchasing and sourcing, warehousing, information technology, and various other industrial sectors.

All degrees contain a central major core of 25-28 semester credit hours. In the major core courses, students have an opportunity to learn theories and analytical techniques that can be applied to the functional areas of business, such as finance and marketing. They are exposed to the international dimensions of business activities and to social and political factors that impinge on business behavior. A capstone course in strategic management provides an integrative experience where students are challenged to solve real world business problems. In addition, each student is expected to complete a minimum of 160 hours of business-related work to fulfill the JSOM professional practicum requirement.

Fifty percent of the total business semester credit hours must be taken at UT Dallas. Students may use a maximum of 9 semester credit hours of online-only distance learning business courses toward their degree.

Students are also required to take courses outside the Naveen Jindal School of Management in order to broaden their educational experience in preparation for leadership roles as professionals and/or managers in the modern business organization.

Davidson Management Honors Program

The Davidson Management Honors Program provides an intellectually challenging and stimulating academic experience in a unique learning environment for the best and brightest students. Incoming freshmen are considered for membership based on high school class rank; SAT/ACT scores; and leadership activities in high school. Other students that have earned at least a 3.500 grade point average (GPA) in a minimum of 15 semester credit hours at UT Dallas with no more than 60 semester credit hours of total college credit may also apply. To graduate with Management Honors students must have a minimum of a 3.500 GPA based on at least 30 graded semester credit hours at UT Dallas and complete an honors curriculum along with satisfying other program requirements. Management Honors with Distinction are awarded to students whose thesis is judged by the faculty to be of exemplary quality. Applications and detailed information are available in the Naveen Jindal School of Management Advising Office.

Professional Program in Accounting

The Professional Program in Accounting (PPA) is designed for students who wish to pursue a career in professional accounting. This program is a two-and-a-half year program beginning in the spring semester of the student’s junior year. Qualified students will earn their Bachelor of Science in Accounting degree once all degree requirements for the bachelor's degree have been satisfied; additionally, the Master of Science in Accounting (MS-ACCT) degree will be awarded upon successful completion of requirements for that degree. The goals of the program are to place PPA students in professional accounting internships and full-time positions, increase networking opportunities
among students with professionals, and prepare students to become Certified Public Accountants. Applications to the program are accepted in the fall semester of a student's junior year. Applications and detailed information are available in the Naveen Jindal School of Management Advising Office.

Fast Track Baccalaureate/Master's Degrees

Fast Track programs are designed to permit undergraduate students enrolled at UT Dallas to begin work on the MBA or MS degrees before graduation. Qualified seniors may take graduate courses in Management that will apply toward the Bachelor of Science degree and also satisfy requirements for the Master's degree. These courses are selected from a list determined by the School.

Fast Track courses taken during the undergraduate senior year must be well chosen so that they satisfy the requirements of the BS degree AND those of the intended MBA/MS degree. Students in one major may choose to Fast Track into another major. Students can take the Fast Track courses as substitutes for major related courses, as guided and/or free Electives. Students from other Schools at UT Dallas can Fast Track into JSOM degrees as long as they meet the Fast Track admission requirements. Students must earn a grade of at least B in Fast Track courses - otherwise the courses only count toward the undergraduate degree.

Students admitted to the Fast Track program are automatically admitted to the graduate program. Failure to meet any of the academic standards required by the graduate program can result in academic probation in the first semester of the graduate program. Students may delay for up to one year entering the graduate program and have their Fast Track courses count toward their graduate degree.

Students can also take graduate courses to apply toward either undergraduate or graduate credit. Details of the programs are available from the Naveen Jindal School of Management Advising Office.

Fast Track Options in the Naveen Jindal School of Management

**Fast Track BS / MBA:** The MBA program is a 53 semester credit hour program. Qualified seniors may take up to 12 semester credit hours of graduate courses that will apply to the BS degree and the MBA degree.

**Fast Track BS / MS in Accounting:** The MS in Accounting is a 36 semester credit hour program. It is primarily designed to permit students to meet the educational requirements of the Texas State Board of Public Accountancy to become Certified Public Accountants. Qualified seniors may take up to 6 semester credit hours of graduate courses that will apply to the BS degree and the MS degree.

**Fast Track BS / MS in Business Analytics:** The program provides students with a broad foundation in the business intelligence and analytics area. The program includes core courses and analytics electives organized into different tracks. Students may choose a track in Marketing Analytics, Decision and Operations Analytics, Financial Analytics, Healthcare Analytics and IT for Analytics. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the Bachelor of Science degree and also satisfy the requirements for an MS degree.
**Fast Track BS / MS in Finance**: Students choose from four tracks. The investment management track permits students interested in career paths that require Chartered Financial Analyst CFA® certification to take the graduate finance courses that are required to master the complex topics covered on the CFA® examination. The financial analyst track is designed for students interested in pursuing corporate finance related careers (e.g., investment banking, venture capital, private equity, corporate turnarounds, etc.) The financial engineering and risk management track is designed for students with the quantitative ability to pursue a career applying quantitative methods to investment and risk management problems. The financial management track allows students to tailor their coursework for careers in a range of activities. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the Bachelor of Science degree and also satisfy the requirements for an MS degree.

**Fast Track BS / MS in Healthcare Management**: Students in the Business-Biology double major can Fast Track into this MS degree by selecting their business electives appropriately. Students in other majors can Fast Track into this degree by using free Electives for the Fast Track courses. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the Bachelor of Science degree and also satisfy the requirements for an MS degree.

**Fast Track BS / MS in Information Technology and Management**: Students may choose a concentration in Enterprise Systems, Healthcare Systems, and Information Security. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the Bachelor of Science degree and also satisfy the requirements for an MS degree.

**Fast Track BS / MS in Innovation and Entrepreneurship**: The program prepares students for successful careers in innovation-related roles in established organizations, entrepreneurial finance, or in the creation of new ventures. Students may choose between two focus areas: 1) The New Ventures Concentration, or 2) The Innovation within the Corporation Concentration. The program emphasizes technology-based innovation, consistent with and complementing UT Dallas' traditional strengths in science, engineering, computer science, and management disciplines. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the Bachelor of Science degree and also satisfy the requirements for an MS degree.

**Fast Track BS / MS in International Management Studies**: The program provides students the opportunity to learn in-depth the fundamentals of functional areas of management, international management, and cultural, sociopolitical and geographical constraints affecting international business decisions. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the BS degree and also satisfy the requirements for the MS degree.

**Fast Track BS / MS in Management and Administrative Science**: Students may choose concentrations in Electronic Commerce, Strategy, and Innovation and Entrepreneurship. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the BS degree and also satisfy the requirements for an MS degree.

**Fast Track BS / MS in Marketing**: The program prepares students seeking higher level positions in marketing or pursuing a graduate program to further advance their marketing knowledge. The program includes core courses and electives organized into different tracks. Students may choose a track in Advertising and Brand Management, Business Development and Sales, Digital Advertising
and Marketing, Marketing Analytics and Market Research, Marketing Management, and Product Management. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the Bachelor of Science degree and also satisfy the requirements for an MS degree.

**Fast Track BS / MS in Supply Chain Management:** Students explore the key issues associated with the design and management of industrial supply chains. Qualified seniors may take up to 9 semester credit hours of graduate courses that will apply to the BS degree and also satisfy the requirements for the MS degree.

**Minors**

Minors are available in Accounting, Business Administration, Business Intelligence and Analytics, Energy Management, Finance, Information Technology and Systems, Innovation and Entrepreneurship, Insurance, Marketing, and Organizational Behavior/Human Resource Management. Students who take a minor will be expected to meet the normal prerequisites in courses making up the minor, and should maintain a minimum GPA of 2.000 on a 4.00 scale (C average).

All other prerequisites must be met. Semester credit hours may not be used to satisfy both the major and minor requirements; however, free elective semester credit hours or major preparatory classes may be used to satisfy the minor. The minors in the Naveen Jindal School of Management are the following:

- **Accounting**
- **Business Administration**
- **Business Intelligence and Analytics**
- **Energy Management**
- **Finance**
- **Information Technology and Systems**
- **Innovation and Entrepreneurship**
- **Insurance**
- **Marketing**
- **Organizational Behavior/Human Resources Management**


**Faculty**

Raghunathan, Ram C. Rao, Brian Ratchford, Michael J. Rebello, Sumit Sarkar, Suresh P. Sethi, Kathryn E. Stecke, Wing Kwong (Eric) Tsang, John J. Wiorkowski, Harold Zhang

**Associate Professors:** Nina Baranchuk, Norris Bruce, Huseyin Cavusoglu, Jianqing Chen, Zhonglan Dai, Xianjun Geng, Umit G. Gurun, J. Richard Harrison, Surya N. Janakiraman, Robert L. Kieschnick Jr., Nanda Kumar, Seung-Hyun Lee, Lívia Markóczy, Syam Menon, Toyah Miller, Alp Muharremoglu, Ramachandran (Ram) Natarajan, Valery Polkovnichenko, Ashutosh Prasad, Orlando C. Richard, Young U. Ryu, Gil Sadka, Jane Salk, David J. Springate, Kelsey D. Wei, Jun Xia, Ying Xie, Yexiao Xu, Alejandro Zentner, Yuan Zhang, Feng Zhao, Zhiqiang (Eric) Zheng, Yibin Zhou

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